

3/28/94

V-WEAR I '94

METHOD 5: REVISED RESPONDER APPROACH FORECAST (with re-allocated UPCs)

V-WEAR I '94 ESTIMATED ITEM DEMAND

#UPCS ITEM	DIRECT MAIL #1	DIRECT MAIL #2	MAGAZINE	FSI	RETAIL	CARTON INSERT	TOTAL	%TOTAL	ITEM ORD AS OF 3/23	ACTUAL	%TOTAL
20 Tattoo kit	36,051		6,881	8,108	8,108		51,040	12.26%		1,179	1.66%
30 T-shirt	17,378		3,563	7,286	4,460		32,687	7.85%		5,379	7.51%
35 Choker kit	22,196		4,545	9,968	5,336		42,063	10.10%		7,398	10.33%
40 Silver heart Lighter	11,266		2,150	4,873	5,067		111,577	26.79%		12,968	18.11%
40 Sunglasses (w/case)	11,365		2,199	5,124	2,352		24,018	5.77%		12,390	17.31%
55 Crepe Scarf	4,076		875	1,362	1,362		6,313	1.52%		2,430	3.39%
60 Mini-bag pouch	13,372		3,032	8,183	5,318		27,910	6.70%		7,566	10.56%
80 White Poet's Blouse	18,241		3,964	7,458	3,845		33,508	8.05%		7,611	10.63%
100 Long Vest	10,507		2,133	5,844	3,094		35,389	8.50%		6,278	8.77%
175 Large Suede Pouch Bag	14,933		3,110	3,264	3,264		21,297	5.11%		2,713	3.79%
240 Wristwatch	7,940		1,653	2,373	2,373		11,966	2.87%		3,310	4.62%
400 Leather Jacket S	1,001		214	562	281		2,090	0.50%		310	0.43%
400 Leather Jacket M	3,249		679	1,973	879		6,780	1.63%		767	1.07%
400 Leather Jacket L	4,856		1,008	2,662	1,248		9,774	2.35%		1,301	1.82%
TOTAL	176,431	19,128	36,006	51,981	46,989	85,882	416,417	100.00%		71,590	100.00%
LOW	98,256	5,317	19,338	27,269	25,323	85,882	261,385	62.77%		39,314	54.92%
MID	35,689	0	7,871	13,646	10,525	0	67,731	16.27%		17,587	24.58%
HIGH	42,486	13,811	8,797	11,066	11,141	0	87,301	20.96%		14,679	20.50%
TOTAL	176,431	19,128	36,006	51,981	46,989	85,882	416,417	100.00%		71,590	100.00%

V-WEAR I '94 ESTIMATED ITEM DEMAND

#UPCS ITEM	DIRECT MAIL #1	DIRECT MAIL #2	MAGAZINE	FSI	RETAIL	CARTON INSERT	TOTAL
20 Tattoo kit	2.2846%		0.0236%	0.0236%	0.0590%		0.1590%
30 T-shirt	1.1012%		0.0122%	0.0199%	0.0110%		0.0476%
35 Choker kit	1.4066%		0.0155%	0.0273%	0.0110%		0.0612%
40 Silver heart Lighter	0.7138%		0.0074%	0.0133%	0.0630%		0.1483%
40 Sunglasses (w/case)	0.7202%		0.0076%	0.0140%	0.1685%		0.0342%
55 Crepe Scarf	0.2583%		0.0031%	0.0057%	0.0976%		0.0203%
60 Mini-bag pouch	0.8474%		0.0104%	0.0169%	0.3810%		0.0406%
80 White Poet's Blouse	1.1559%		0.0138%	0.0044%	0.2754%		0.0488%
100 Long Vest	0.6658%		0.0076%	0.0157%	0.118%		0.0511%
175 Large Suede Pouch Bag	0.9483%		0.0110%	0.0031%	0.231%		0.0684%
240 Wristwatch	0.5032%		0.0057%	0.0070%	0.1700%		0.0373%
400 Leather Jacket S	0.0634%		0.0007%	0.0016%	0.0210%		0.0030%
400 Leather Jacket M	0.2059%		0.0023%	0.0054%	0.0630%		0.0099%
400 Leather Jacket L	0.3077%		0.0035%	0.0073%	0.0894%		0.0142%
TOTAL							
sum							
LOW	6.23%		0.07%	0.07%	1.81%		0.45%
MID	2.26%		0.00%	0.04%	0.75%		0.11%
HIGH	2.69%		0.03%	0.03%	0.80%		0.18%
TOTAL	11.18%	8.04%	0.12%	0.14%	3.37%	1.72%	0.74%